

# taste of home **simple & delicious**

## Quick and easy meals for today's busy families

Help consumers get a great meal on the table fast. Serve up your brand in a trusted environment of family-friendly recipes and fun dinner ideas targeting time-pressed lifestyles.

- 100+ recipes for fun dinner ideas in each issue
- Takes the hassle out of daily meals with time-saving shopping, cooking and serving tips, secrets from the pros, handy grocery lists
- 6 issues a year
- Rate base: 800,000



### 2010 Editorial Calendar/Ad Close

Issue	Recipe Contest	Special Features	Ad Close	Materials	On Sale
Jan/Feb	Pizza	<b>Theme: Comfort Food</b> Time & Money-Saving Classics, Lighter Comfort Foods, Warm Desserts	10/23/09	10/30/09	12/22/09
Mar/April	Potatoes	<b>Theme: Budget</b> Dinners for \$2, Fakeout Takeout, Cake-Mix Creations	12/16/09	12/23/09	2/23/10
May	Berries	<b>Theme: Picnics, Potlucks, BBQs</b> Grilling, Summer Get-Together Recipes, Slow Cooker	2/19/10	2/26/10	4/27/10
June/Jul	5-Ingredient Favorites	<b>Theme: All-American Summer</b> Classics Made Easy, Garden-Fresh Recipes, Old-Fashioned Favorites	4/16/10	4/23/10	6/15/10
Aug/Sept	More 5-Ingredient Favorites	<b>Theme: Back to School</b> Easy Meals, Bake Sale, Apples	6/18/10	6/25/10	8/17/10
Oct/Nov	Stovetop Main Dishes	<b>Theme: Thanksgiving</b> Turkey & Gravy, Regional Stuffings, Pies	8/20/10	8/27/10	10/19/10
Dec/Jan 2011	Breakfast/Brunch	<b>Theme: Holiday Cookbook</b> Holiday Traditions, Cookies, Soups & Stews	10/15/10	10/22/10	12/14/10

### 2010 General Advertising Rates

Gross Rates	1X	2X	4X	6X
Four Color Page	\$38,550	\$37,800	\$37,000	\$35,850
Cover 2 & 4	\$48,200	\$47,250	\$46,250	\$44,850
Cover 3	\$46,650	\$45,700	\$44,800	\$43,400
Black & White Page	\$30,850	\$30,250	\$29,600	\$28,700
Two Color Page	\$30,850	\$30,250	\$29,600	\$28,700

\* Please note: All edit, dates and rates are subject to change. 5.27.10

For more information on America's largest cooking community,  
contact your local sales representative or Mary Gilbert, Advertising Director, at 212-993-5224 or [Mary\\_Gilbert@rd.com](mailto:Mary_Gilbert@rd.com)